



FenderSplendor Paint Meters Shatters Sales Records as New and Used Car Dealers Rush to Get a FS 688 Paint Meter

Car Dealers across America and around the World are quickly discovering the devastating losses they incur when they miss paintwork on a used car trade-in or purchase. "Hiddenbody damage can cost a Car Dealer \$1000s, so they have turned to the FS 688 Paint Meter to make sure they never miss paintwork again."

Orange Beach, AL ([PRWEB](#)) January 4, 2011 -- 2010 saw Used Car Sales become even more important to Car Dealers across America. As used car sales became more important to the profit structure of Car Dealers, the dealers have quickly learned that selling a wrecked used car can have horrific consequences. "The loss from selling a used car with hidden damage can easily cost a car dealer thousands of dollars, not to mention the loss of goodwill and potential legal liability." FenderSplendor President, Allen Willey--a former New Car Dealer himself--said he first saw a Paint Meter eight years ago and realized that every Car Dealer would eventually need one.

Willey quickly found a paint meter he could sell and began selling paint meters. After two years Willey realized that all the existing paint meters were designed for industrial applications and that the manufacturers didn't understand the real needs of a Car Dealer. Willey then designed a gauge specifically for Car Dealers and the FS 488 was born. Selling on the [FenderSplendor website](#) the FS 488 became the fastest selling Paint Meter in history. By selling directly, Willey was able to cut the cost of a Paint Meter in half.

With sales of over 2,000 Paint Meters a year, Willey wasn't content, so he developed the [FS 688 Paint Meter](#). With a larger lighted face and a readout that flips over so the numbers are right-side up, even on the side of a vehicle, the FS 688 became FenderSplendor's # 1 seller.

In 2010 Willey saw sales bounce back up and FenderSplendor published its new website, which featured "The Girls of FenderSplendor." The FenderSplendor Girls became an instant hit and draw record numbers of hits to both the website and to FenderSplendor's [FaceBook Page](#)

When asked about plans for the future, Willey said; "With over 10,000 customers we have barely started." With International expansion Willey said that he sees the possibility of 100,000 sales a year.

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Online Web 2.0 Version

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